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SCHAUMBURG



APPLICATION

Personal Rapid Transit

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Schaumburg PRT Application

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Schaumburg's application includes one of each of the following:

1. Photographic slides of the Demonstration and Expansion routes.
2. Video media coverage of the Schaumburg PRT.
3. Audio media coverage of the Schaumburg PRT.
4. Significant print media coverage of the Schaumburg PRT.

Schaumburg PRT Application

All the traffic of the city right here in the suburbs. This is Schaumburg, Illinois outside Chicago, a suburban boom town now choking on its own traffic. - Cable News Network, July 16, 1990

Introduction

Schaumburg suffers its share of criticism for traffic, a reputation both earned and exaggerated.

Already this year, scores of newspaper and media accounts have addressed transportation in Schaumburg. The public has grown wiser to all facets of the issue here.

Today, Schaumburg residents speak *Traffic*--as do the workers and residents of dozens of suburban employment centers nationwide who now utter the jargon once the exclusive language of transportation experts. Over morning coffee, they talk congestion; at lunch, they talk channelization.

In Schaumburg, they also talk *Transit*.

Schaumburg established its transit commitment some time ago. Over a million passengers can attest to this dedication because as many have ridden Village-

sponsored bus services. Workers and residents alike have grown accustomed to using Dial-A-Ride and the train station, or riding the Woodfield Shopper's Shuttle and Septemberfest buses.

Dial-A-Ride Transportation

One cool, rainy Tuesday, nearly twelve years ago, the first resident stepped into Schaumburg transit history. On that first day of service, October 2, 1979, the Village's general public Dial-A-Ride bus carried just two people. Today it transports more than 300 people every weekday. They go to work, run errands and visit friends. Pace and Schaumburg share the costs of Dial-A-Ride, a system that will serve its one millionth passenger late next year.

Commuter Rail Parking Lot

On the heels of Dial-A-Ride's early success, Schaumburg turned its attention to development of the Schaumburg train station and the Commuter Rail Parking Lot. As partners, the RTA, IDOT and Schaumburg jointly funded the lot which provided 1,400 new parking spaces for the station by the end of 1980.

Special Event Transit Service

Thanks to Schaumburg's allegiance to transit, Septemberfest--the community's annual festival held Labor Day weekend--becomes more enjoyable for residents and visitors. With attendance approaching 300,000 and no on-site parking, one can only imagine

the potential traffic snarls. But every year Schaumburg persuades the public to leave their cars at home with reliable, frequent fixed-route bus service to the Septemberfest grounds.

Woodfield Shopper's Shuttle

In late 1987, Schaumburg allied with Woodfield Shopping Center to battle suburban misconceptions about transit. That year many people learned that transit need not always mean a school bus ride or a work commute. Instead, riders board one of four comfortable Woodfield Shopper's Shuttles. The Shuttle program taps the administrative talents of the Village and adds the marketing skills of Woodfield Mall. This novel approach achieves a suburban transit success story where some predicted failure. Pace joined the partnership in 1989. Today, daily ridership competes favorably with Schaumburg Dial-A-Ride Transportation. More than 100,000 passengers have shopped and lunched at the region's largest shopping center since the Woodfield Shopper's Shuttle program began.

Add to these locally-sponsored programs the people using Pace or Metra services. More than 700 travel with Metra every day. Over twice that number--more than 1,500 people--ride Pace to and from Schaumburg every day.

So thousands of residents, workers and others benefit from the dedication to transit expressed by Schaumburg, Pace, Metra and the RTA. They see value in this

commitment. It means their jobs, their recreation, their education and their health.

Schaumburg understands this and wants to do more. Schaumburg believes that its future rides with transit. With this application, a community proclaims that *Schaumburg's Future Rides on the PRT*.

The Schaumburg Personal Rapid Transit Route

PRT can be used effectively in the suburbs, in higher density suburbs, for marshalling people to even bigger systems. - Professor William McShale

Schaumburg proposes a 2.25 mile Personal Rapid Transit route (Exhibit One and Site Plan One). The loop serves one of the greatest concentrations of workers and visitors found in Schaumburg.

Schaumburg Corporate Center, a half million square foot office building with a healthy 92 percent occupancy rate, sits at the southern limits of the Schaumburg PRT. From here, the PRT proceeds north to Woodfield Shopping Center, one of the largest retail malls in the nation and the Village's transit center. Both the west (Nordstrom's and Lord and Taylor) and north (J.C. Penney) sides of Woodfield could be visited by riders. Crossing over Golf Road, Schaumburg PRT riders will choose between two destinations. On the right, the Hyatt Hotel offers 500 rooms plus meeting facilities; to the left, the quarter-million square foot Century Centre Two office tower houses the regional NEC headquarters.

While circling the north side of Century Center's twin office towers, Schaumburg PRT riders will see 235 acres of open land targeted for 3.6 million square feet of high rise office development and a transit center. Unocal

Corporation owns this land which includes their regional headquarters and 1,000 employees.

Turning south, Schaumburg PRT passengers will visit the Woodfield Lake Plaza office triangle with its half million square feet of office space. The two tallest buildings in Schaumburg, Zurich Towers One and Two--home to the North American headquarters for Zurich-American Insurance--serve as the next stop for PRT riders before they return to Schaumburg Corporate Center.

Owners for each location expressed enthusiasm for the Schaumburg PRT. Many provided letters of endorsement (See Appendix One). Every letter indicates that firm's support and willingness to pursue station and route development further. Included are:

- o Zurich Towers (Zurich-American Insurance)
- o Woodfield Lake Office Plaza (J. Emil Anderson)
- o Unocal Corporation
- o Century Centre One and Two (Fifield Corp.)
- o Schaumburg Hyatt Hotel
- o Woodfield Shopping Center (Taubman Companies)

Advantages of Schaumburg PRT

Schaumburg proposes a PRT route with unique advantages and elements essential for the project's

success.

- o Schaumburg PRT offers an on-line daytime work population of 12,000, or one in four workers in the heart of this suburban employment center.
- o The transit-tested route offers a balanced land use mix which includes 2.3 million retail square feet and 2.9 million office square feet, plus nearby educational and medical services.
- o One in three Schaumburg employees work within a five minute walk of the PRT Demonstration project.
- o An existing Pace Suburban Bus Service transit center located at Woodfield Shopping Center on the route offers almost 2,000 arrivals and departures every weekday.
- o The Schaumburg PRT augments regional access opportunities to a well known design college with more than 300 students attending day and evening classes.
- o The system provides worry-free travel to family practice medical services available in the route's vicinity.
- o The Schaumburg PRT will greet 35,000 automobile drivers along Golf Road for a short distance--a strong marketing tool for the PRT. This does not consider the scores of thousands more viewing the Schaumburg PRT from the expressway.

- o The Schaumburg PRT links these locations and the region to a world renowned hotel chain with almost 500 rooms and volumes of meeting space.

- Schaumburg's future growth near the Schaumburg PRT will strengthen the ridership base. The route's eventual expansion will build upon its success.
- o With sixteen thousand employees on-line and 25,000 within a short walk of the Schaumburg PRT, one in two transit-ready workers will have convenient access to the route *before* any expansion.
- o Schaumburg's growth means PRT service to an area with a work day population similar to that found in downtown Milwaukee today.
- o Woodfield Shopping Center will soon expand to 2.7 million square feet.
- o As Schaumburg develops, its employment and retail center will require more Pace bus service and a separate transit facility as the demand from additional transit-dependent workers and visitors swells. These people will expand the base of Schaumburg PRT ridership.
- o Schaumburg PRT route expansions will reach more than 50,000 workers and six million square feet of retail. It will serve hundreds of residents

and five hotels offering meeting rooms and nearly 1,800 hotel rooms. Their combined meeting space will accommodate 3,000 people.

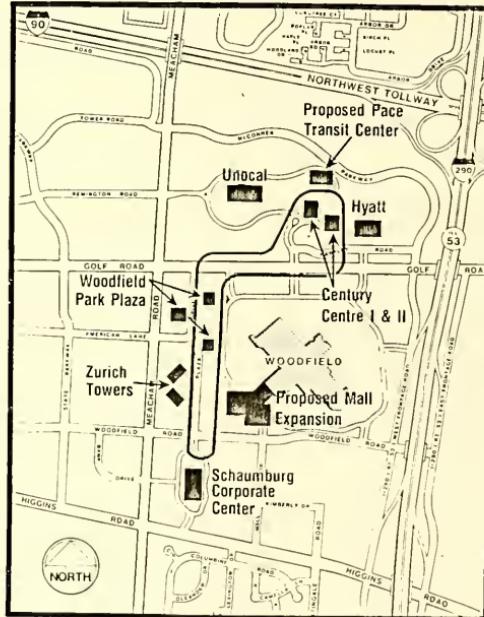
- o Nearby land, now vacant but with dense office and retail development approvals, presents an opportunity for the timely construction of Schaumburg PRT expansions directly into the new buildings themselves.

Station Locations

Schaumburg proposes eight PRT stations:

- o Schaumburg Corporate Center
- o Zurich Towers One and Two
- o Woodfield Park Plaza I, II and III
- o Unocal and Century Centre One
- o Century Centre Two and Hyatt Hotel
- o Woodfield Shopping Center (2)
- o Transit Center/PRT Maintenance & Storage

Proposed Personal Rapid Transit (PRT) Route Village of Schaumburg



Expansion of the Schaumburg PRT

Following the success of the Schaumburg PRT Demonstration project, the route can expand to reach two of every three future employees in Schaumburg. Nearly 50,000 employees will work within a short walk of the route. Half of them will be on-line.

Schaumburg proposes two expansions, each about two miles in length (Site Plan Two).

Martingale PRT Route

The Martingale PRT extension begins at the Schaumburg Corporate Center PRT station located at the Demonstration route's southern terminus.

Taking advantage of existing rights of way throughout this extension, the Martingale PRT stretches east along Woodfield Road to Martingale Road. This alignment provides the rider with easy access to a third side of Woodfield Shopping Center, serving Lord and Taylor and Sears. Nearly one thousand employees work in the Citicorp Plaza and One Woodfield Place office buildings, which include family practice medical offices.

Turning south at Martingale Road, future PRT riders could choose from among three existing hotels with 650 rooms and several restaurants. To the east will sit One

Schaumburg Place, an office, hotel and retail complex. One Schaumburg Place will provide more than 3,500 new jobs in Schaumburg. Its 700,000 square foot retail center opens later this year.

Crossing Higgins Road to the south--a highly visible gateway into Schaumburg--more than 5,000 office jobs now exist with the potential for almost 3,000 more. In addition, the Marriott hotel offers 400 rooms and large meeting facilities. These employees and travelers would be on-line.

A few hundred residents live within a short walking distance of the Martingale PRT route. One small public PRT station could adequately serve these households.

Proceeding west to Mall Drive, Martingale PRT riders will find several restaurants and shops available before returning to Schaumburg Corporate Center and the Demonstration route.

Unocal Property PRT

To the north of the Demonstration route sits 235 acres of highly visible, undeveloped land. Schaumburg approved this property, owned by Unocal Corporation, for 3.6 million square feet of office development plus retail. Someday the tallest buildings in Schaumburg--up to 40 stories--will locate here. They offer PRT an opportunity.

PRT stations could be integrated directly into these office towers during their design and construction. A two-mile

loop would unify every building and more than 16,000 new employees.

Upon completion, the Unocal PRT would provide access to the transit center located at the northernmost terminus of the Demonstration route. In addition, 1,500 hotel rooms, meeting facilities, and millions of square feet of retail and office development would be a short PRT ride away.

The Northwest PRT Corridor Proposal

The Golden Corridor is one of the fastest growing areas in the nation, moving forward with an anticipated population growth of 43 percent and actual growth in employment of 54 percent. - Illinois Golden Corridor brochure

In June, 1990, the Chicago Area Transportation Study published the 2010 Transportation System Development Plan for Northeastern Illinois in cooperation with the Northeastern Illinois Planning Commission.

The Plan recognizes that the region boasts one of the best public transit systems in the country. But it warns that new regional growth and changing demographics warrant targeted transit expansions. Thus, CATS proposes a transit line connecting the O'Hare area with the Woodfield activity center in Schaumburg.

CATS predicts robust, directionally balanced ridership for this route. The commuter and the reverse commuter, the labor-starved Golden Corridor and Chicago, all benefit. Pace Route 606 deserves credit for certifying the potential value of this route.

So the 2010 Plan forecasts strong transit potential here. But the bulk of the CATS and NIPC work, and the statistics available to judge the route's viability, preceded

the Sears move to Hoffman Estates.

Perform the same appraisal of transit potential today and the results would grow even more promising. Strong transit demand would extend from O'Hare through Elk Grove Village and Schaumburg to Hoffman Estates.

The Northwest PRT Corridor

To target Golden Corridor transit demand and tap the exceptional potential of the PRT, Elk Grove Village, Hoffman Estates and Schaumburg jointly propose the Northwest PRT Corridor.

The three communities agree:

- o PRT serves best where it serves a regional transit purpose. The Golden Corridor offers a superior location for suburban transit initiatives.
- o Linking local PRT systems in Elk Grove Village, Hoffman Estates, Schaumburg and other locations, will prove the value of PRT.
- o Schaumburg should host the PRT Demonstration Project.

Exhibit Two displays the Northwest PRT Corridor concept.

Only a unified PRT network will produce the Vehicle-Miles-Travelled, air pollution and highway expenditure reductions that validate PRT's worth. The leadership

supporting the Northwest PRT Corridor proposal recognizes this fact. Their joint proposal addresses and builds upon the 2010 Plan transit demand forecasts.

The Northwest PRT Corridor plan also responds to economic opportunity:

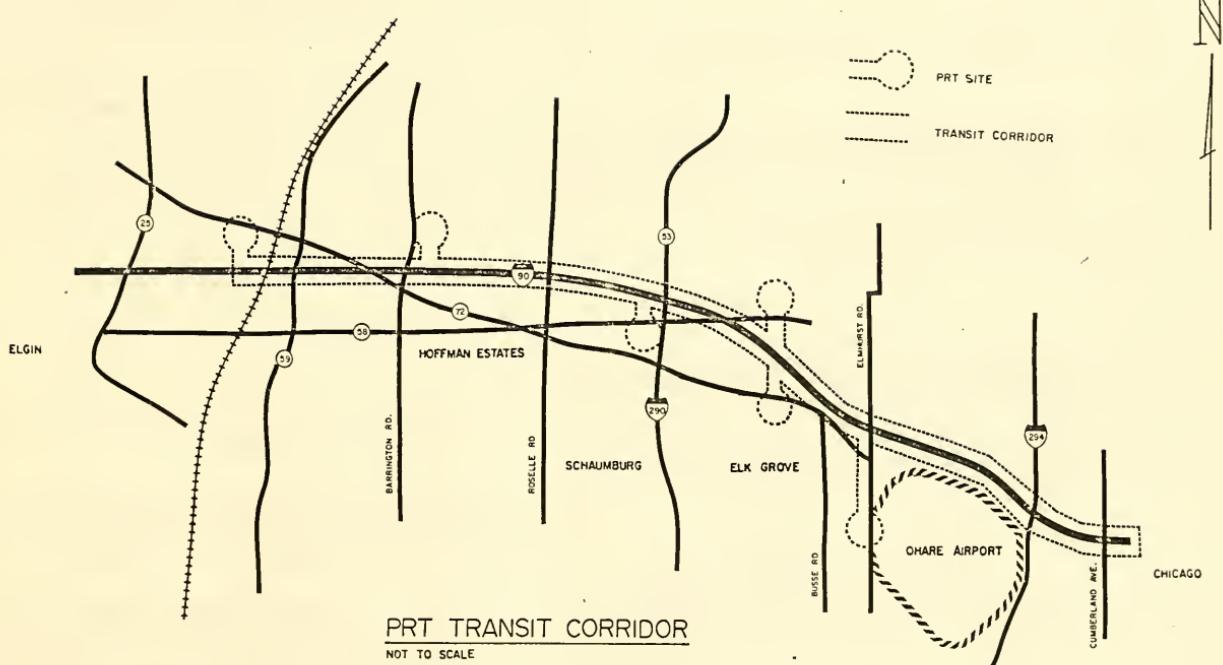
- o It enhances service to the nation's largest industrial park in Elk Grove Village, home to 3,000 firms and 65,000 workers.
- o It recognizes the needs of Schaumburg, a suburban employment center with the strongest retail and sales tax base outside Chicago.
- o It benefits future suburban economic strongholds, reaching the new Ameritech and Sears headquarters in Hoffman Estates.

Elk Grove Village, Hoffman Estates and Schaumburg believe the PRT must prosper early if it is to become an essential element in suburban transit. They agree that Schaumburg--with its mix of land uses and strong suburban densities--offers the best opportunity for PRT's first success. Elk Grove Village and Hoffman Estates endorse Schaumburg's application to host the PRT Demonstration Project.

But the real benefit of PRT emerges after its success in Schaumburg. It comes when PRT links jobs, goods and workers in a corridor--the Northwest PRT Corridor.

Refer to Appendix Two for copies of resolutions from

Hoffman Estates and Elk Grove Village in support of the Schaumburg PRT.



Schaumburg PRT Ridership Indicators

It might be a worthwhile experiment to try this in Schaumburg. - Herb Levinson, PRT skeptic

Schaumburg offers some of the strongest potential of any Chicagoland suburb for PRT success. Robust Pace and Village bus service in the Demonstration Route vicinity bodes well for future PRT usage. The mix of land uses on-line suggests a PRT test that will extend beyond the weekday rush hour.

Balanced Usage Expected

With 2.9 million square feet of existing office development and 2.3 million square feet of retail, Schaumburg predicts PRT use all day and on weekends.

Prime office worker usage will coincide with the automobile peak hours. In Schaumburg, three office-based weekday peaks occur:

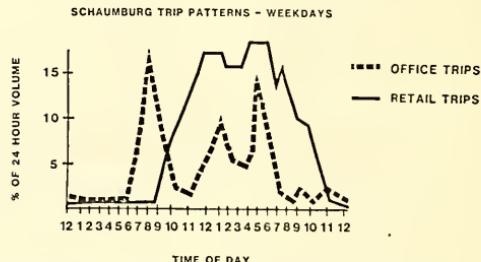
- o 7:00 A.M. to 9:00 A.M.
- o 11:00 A.M. to 2:00 P.M.
- o 4:00 P.M. to 6:00 P.M.

Retail-based weekday activity peaks on Friday. National statistics and Woodfield Shopper's Shuttle ridership data

confirm this conclusion. Each weekday, three peaks occur:

- o 12:00 A.M. to 2:00 P.M.
- o 4:00 P.M. to 6:00 P.M.
- o 7:00 P.M. to 8:00 P.M.

The graph below presents the office and retail peak travel data based on ITE and CATS research.



In addition to the office and retail ridership, hotel, school and restaurant riders will help spread PRT usage throughout the day and evening.

The Schaumburg Hyatt Hotel will experience travel peaks at different times than the adjacent street, if it stays true to typical hotel patterns. No local data exists to provide more detail at this time.

A nearby school, Ray College of Design, offers both daytime and evening classes to three hundred students. They could benefit from the PRT throughout the day and

evening, particularly after transit center construction.

Restaurants will provide the Schaumburg PRT with another minor ridership component. The sit-down restaurants on-line or nearby will provide mostly evening service. Travel will extend somewhat beyond the 6:00 P.M. peak hour.

Weekends provide another opportunity for continued use of the Schaumburg PRT. Saturday represents the peak shopping day at Woodfield Shopping Center, with 28 percent more activity than on weekdays. Shopping peaks between 2:00 P.M. and 3:00 P.M., but remains strong from Noon through 5:00 P.M.

Area restaurants and theatres see strong weekend performance, as well.

Also, Schaumburg envisions significant Sunday use of the Schaumburg PRT due to this proposal's retail component.

Inventory of Land Uses

With 12,000 workers on line, the Schaumburg PRT will serve one of the highest employment densities in the suburbs. This work force is evenly split between office and retail uses along the route.

Woodfield Shopping Center

Woodfield Shopping Center is a key part of the Schaumburg PRT application for three reasons. First,

the mall is undeniably the heart of Schaumburg's activity. With 2.3 million square feet and 6,000 employees, Woodfield Shopping Center represents one of the largest retail centers in the nation. This massive mall sees 45,000 shoppers on average every day--more than 16 million shoppers per year. It draws from the entire midwest.

Soon, Woodfield Shopping Center will expand to 2.7 million square feet. The expansion may permit a timely direct tie to the PRT route near the southwest side of the mall.

Second, because mall use is seven days a week, riders will use the Schaumburg PRT every day. This means a solid test of the PRT beyond the weekday rush hour periods.

Most importantly, Woodfield Shopping Center today serves as Schaumburg's transit center. Pace and Village bus services carry more than 2,000 passengers to and from the mall every weekday. Riders connect with local services and with Pace Route 606, the highly successful reverse commute route with service to the CTA-O'Hare line. Pace expanded service to Woodfield in recent years and Schaumburg looks forward to more.

Woodfield's management understand the valuable role that transit can play in the suburbs. They cosponsor the award winning Woodfield Shopper's Shuttle program. In addition, they have dedicated a highly visible entrance for Pace and Dial-A-Ride Transportation bus service.

Schaumburg Corporate Center

At 92 percent leased and nearly 1,800 employees, Schaumburg Corporate Center is a suburban exception. Today, a pair of buildings stand on the property with 543,900 square feet. Existing approvals permit construction of a second tower that would add 175,000 square feet and 730 employees to the development.

Schaumburg Corporate Center provides many riders to the Woodfield Shopper's Shuttle.

Zurich Towers One and Two

Zurich-American Insurance located their North American headquarters here. They lease the unused portion of their tower space to multiple, smaller tenants. Altogether, about 2,100 people work in the two towers.

Zurich-American employees are strong supporters of the Woodfield Shopper's Shuttle.

Woodfield Park Plaza I, II and III

Owned by J. Emil Anderson, these buildings house a number of businesses, including Delta Airlines. An estimated 1,000 people work in two of the three buildings and frequently use the Woodfield Shopper's Shuttle.

Unocal

Union Oil Corporation of California constructed this facility on 250 acres of land in 1958 when almost nothing else was here. Early development plans boasted enormous densities that featured 22 million

square feet and a monorail--a Schaumburg transit vision from 33 years ago.

Today, a thousand employees work in a 285,000 square foot building. Approved plans pale in comparison, but will still generate some of the densest suburban development in the Chicago metropolitan area. These plans include 1.8 million square feet of retail and 3.6 million square feet of office development.

It is no surprise that Unocal understands mobility and the potential benefits of transit. They await the development of further details about the Schaumburg PRT Demonstration Route and the expansion routes.

Century Center One and Two

These twin towers feature 450,000 square feet of multi-tenant office space and 725 workers. Two well known tenants are NEC and Santa Fe Railroad Corporation. The future could bring more than 1,500 workers to the Century Center buildings. Century Center Two sees regular service from Pace Route 606.

Fifield Realty Corporation, the owners, supplied a strong letter of support for this application.

Hyatt Hotel

The Schaumburg Hyatt has 479 rooms. Its meeting facilities can serve up to 1,500 people. Pace Route 606 serves the Hyatt. The Hyatt's management is enthusiastic about the potential benefits of the Schaumburg PRT.

Other Users

In the future, the 12,000 on-line employees will grow to 15,000 with leasing rate improvements and building expansions.

About 4,000 more people work within a short walk--especially small by urban standards--of the Schaumburg PRT. Combined with the 12,000 workers on-line, one in three employees in Schaumburg work within a five minute walk today. In the future, more than 50,000 employees could enjoy the same five minute walk, or less, to the Schaumburg PRT.

Existing Transit Service

Woodfield Shopping Center serves today as Schaumburg's transit center. The following list details the passenger activity from Pace buses:

- Route 209 - 434 passengers
- Route 606 - 487 passengers
- Route 696 - 220 passengers
- Route 699 - 144 passengers
- Route 605 - 32 passengers
- Route 890 - 40 passengers
- Route 757 - 175 passengers

Pace bus activity totals 1,532 passengers.

Pace and Schaumburg cosponsor Dial-A-Ride Transportation (DART), a general public paratransit service for Schaumburg residents and a portion of

Hoffman Estates. Service began in 1979 and operates at about capacity today, exceeding 300 passengers daily. A typical weekday will see DART buses carry 175 passengers to and from Woodfield Mall.

Woodfield Shopping Center and the Village of Schaumburg initiated the Woodfield Shopper's Shuttle in 1987. That first route brought convenient, comfortable service to the Martingale Road office corridor in Schaumburg, an area targeted for a PRT expansion. Pace joined the originators in 1989 when service expanded to a second route.

Today, the Shuttle carries 300 passengers every weekday. The unique arrangement of Schaumburg's program administration and Woodfield's marketing help this program reach its niche.

Measured conservatively, weekday bus service transports more than two thousand passengers to and from the Schaumburg PRT Demonstration Route area every weekday--almost triple the production of Schaumburg Commuter Rail Facility. This explains why Schaumburg considers Woodfield Shopping Center its transit center.

Connections and Markets

The PRT could serve effectively in transporting workers and shoppers to various locations in Schaumburg, particularly with connections made at Woodfield Shopping Center today or a future Pace Transportation

Facility. Both regional Pace routes and local circulator systems could feed or be fed by the Schaumburg PRT.

Will people use the PRT? The Woodfield Shopper's Shuttle established the willingness of suburban residents and office workers to use convenient transit in Schaumburg's PRT area. Some riders have requested that the Shuttle expand to address the post work period.

The potential exists to address evening rush hour trip-chaining with the Shuttle or the PRT. Automobile drivers *trip chain* when they make several stops on their way home from work. The driver might stop to shop or eat before reaching home, their primary destination. Trip-chaining may account for a third of the evening rush hour traffic today in Schaumburg. If one in four Schaumburg employees have direct access to the Schaumburg PRT, automobile trip-chaining should decline significantly.

Certainly the Regional PRT Corridor concept proposed jointly by Elk Grove Village, Hoffman Estates and Schaumburg--addressed earlier in this document--holds the greatest promise for reaching the most people. At that future date, one can look forward to significant benefits for the Northwest Tollway corridor.

Schaumburg's Highway and Parking Future

Schaumburg will aggressively study the success of the PRT to learn the potential for reducing parking requirements along the route. If successful, Schaumburg

planners foresee parking rates that step down in relation to a business's proximity to the PRT. Schaumburg pledges to share this information with others as the PRT concept expands to other communities.

Along with the parking study outlined above, Schaumburg will actively pursue analysis of potential savings in road construction projects no longer needed. The Schaumburg PRT Demonstration Project alone could help the area avoid additional turn lanes and traffic signals. A successful PRT could avoid expensive road widening projects, also.

A Regional PRT Corridor approach holds the most promise for highway savings and parking reductions. Schaumburg and at least two other communities view a regional PRT interconnect system as the ultimate goal.

Constructing the Schaumburg PRT

Schaumburg looks forward to few problems in constructing the 2.25 mile long PRT Demonstration Project route. No zoning codes exist that would hinder the project's construction.

Several locations along the route require a column-free span of greater than forty feet. Golf Road, Woodfield Road and Plaza Drive each present a challenge in this regard, one not unique to a suburban environment. The site plan highlights these locations.

No vertical clearance constraints exist along the path that are not easily accommodated.

All utilities are located underground. Schaumburg believes that any utility relocation, if needed, would be minor.

No adverse soil conditions exist along the route. No environmentally sensitive areas are impacted. No historic buildings are located in this area of Schaumburg.

The Village of Schaumburg has a history of interest in the visual impact of its buildings and skyline. Also, all responsible property owners concern themselves with their buildings' images. While some questions remain due to the innovative nature of the concept, support is strong for the PRT. Schaumburg and the affected

property owners will actively work with the RTA to insure construction of aesthetically pleasing PRT guideways and stations.

PRT Corridor Right of Way

The Schaumburg PRT follows existing rights of way 52 percent of the route. Golf Road and Plaza Drive provide the most property in the public domain.

Seven percent of the route is now private property earmarked as future right of way. Located on the Unocal property, the route follows the west side of a road to be named Central Park Boulevard.

For the remainder of the route, property owners were receptive to developing a PRT easement.

Responding to the Mobility-Impaired

Access to the mobility-impaired is an essential aspect of this proposal. This is not a new commitment for Schaumburg. The Village has long had a policy requiring construction of sidewalks and depressed curbs. For older development areas, the Village began a curb-depression program. The Village also adds sidewalks every year in older areas through its capital improvements program.

Many sidewalks exist in the Schaumburg PRT area. Most feature depressed curbs. Future capital improvements program efforts can be targeted for this area.

Local Commitment

Now, therefore be it resolved by the President and Board of Trustees of the Village of Schaumburg: Section One: The Personal Rapid Transit application to be submitted to the RTA be and hereby is approved, authorized and heartily endorsed. - Schaumburg Resolution R91-18.

Schaumburg's experience in forming and maintaining private sector and intergovernmental partnerships should not be overlooked. As described in this application's **Introduction**, Schaumburg initiated and nurtured several partnerships in the transit field alone. They speak firmly on Schaumburg's commitment to transit and loudly on our belief in forming alliances. They include:

- o The Village's co-sponsorship of Dial-A-Ride Transportation represents a longstanding partnership with Pace.
- o The Woodfield Shopper's Shuttle began as a pact between the Village and Woodfield Shopping Center. Pace later joined us and helped expand the system that successfully targets a specific market niche in transit.
- o The Illinois Department of Transportation joined the RTA and the Village in the construction of the Schaumburg Commuter Rail Station parking lot.
- o Every Labor Day weekend, Schaumburg works with private operators to provide transit to and

from Septemberfest, the community's huge annual festival.

Schaumburg anxiously awaits the start of a new partnership, one that builds and operates the Schaumburg PRT with the RTA.

The Schaumburg PRT Partnership

The outreach required for a successful Schaumburg PRT partnership has already begun. Prior to submittal of the PRT Application, several meetings were held with businesses and property owners along the route to develop initial support for the Schaumburg PRT. Without exception, all parties expressed enthusiasm.

These businesses and the Village of Schaumburg wish to explore all levels of a potential partnership with the RTA for a Schaumburg PRT. This includes:

- o Exploring innovative financing methods.
- o Oversight of administrative and operational responsibilities.
- o Marketing of the Schaumburg PRT to businesses and the general public.
- o Measuring and evaluating possible changes in parking space requirements for on-line buildings.
- o Encouraging the integration of PRT stations in future construction.

Schaumburg has also begun the process of public

education on the Personal Rapid Transit concept and its potential for Schaumburg. A media relations firm assisted the Village. With that company's help, Schaumburg hosted a briefing to instruct the media about PRT's potential benefits. The event itself became a news story, but Schaumburg takes pride in the fact that we were the only community to begin the public education process before hand. Schaumburg's PRT Application includes video, audio and print evidence of our pledge to educate about the PRT.

This kind of approach is not new for Schaumburg. The Woodfield Shopper's Shuttle succeeded, in part, because the Village retained administrative oversight of the program while drawing upon Woodfield's superior marketing talents. This approach can work for all transit, including the Schaumburg PRT.

Public Input and Information

Additional public input and support will be sought prior to construction of the Schaumburg PRT. In fact, before submitting the Schaumburg PRT Application to the RTA, the Village's Transportation Committee and Board of Trustees publicly reviewed and approved the proposal. Schaumburg Resolution R91-18 is attached as Appendix Three.

In consultation with the RTA, Schaumburg agrees to hold at least two additional public hearings on the final proposed Schaumburg PRT design. Public informational meetings are also advisable. These can be used to target key businesses and the public both before and

after approval of the PRT by the cooperating RTA and Schaumburg Boards.

Schaumburg PRT Endorsements

Support for the Schaumburg PRT comes from the Village of Schaumburg, Hoffman Estates and Elk Grove Village. In addition, the area chamber of commerce, the on-line businesses, the press and the public have expressed interest and enthusiasm for the Schaumburg PRT. Appendix Four provides copies of some of these endorsements:

- o Northwest Suburban Association of Commerce & Industry Endorsement Letter
- o *Schaumburg Review* Editorial Endorsement

Schaumburg will not stop here. The Village commits to continue to seek additional endorsements from all sectors for the Schaumburg PRT.

Conclusion

Schaumburg needs this project if we are to maintain our economic vitality. The businesses, retail developments and restaurants that located here have made Schaumburg the hub of the northwest suburbs. This system is a perfect match for our community. - Al Larson, Schaumburg Village President

In 1991, the Illinois Department of Transportation will widen Golf Road in Schaumburg from four to six lanes. No room exists for more widening. The same can be said about Meacham Road as it expands this year to six lanes.

Four lanes wide today, Woodfield Road has no space to grow. Higgins Road, Martingale Road, Mall Drive and Plaza Drive suffer the same fate. Widening may occur only at immense expense with property acquisition. Add to this the aesthetic price paid for even broader expanses of concrete.

The I-290 Frontage Roads carry an added burden. While the southbound route abuts private property, a forest preserve constrains expansion of the northbound route.

This predicament arises in large part to the accommodations made for regional automobile traffic-trips that neither begin or end in Schaumburg. Results

from a driver survey conducted in 1989 by the Village of Schaumburg Engineering Department show that 43 percent of the automobiles along Golf Road and Higgins Road pass through the Village without stopping.

Schaumburg's future traffic volumes in the PRT vicinity could double as the area builds out. With roads that at best will tolerate a 50 percent improvement in capacity, Schaumburg needs another answer.

The Schaumburg PRT Role

Schaumburg Personal Rapid Transit is one key part of the solution to suburban traffic congestion.

The Schaumburg PRT addresses the concerns expressed above. Local use of the PRT will help avoid the expense of property acquisition for additional road widening near the system. The PRT Transit Corridor developed by Hoffman Estates, Elk Grove Village and Schaumburg addresses the regional traffic growth component.

Combined, Schaumburg and other agencies can save millions of dollars in public road costs and millions more in property acquisition. But Schaumburg Personal Rapid Transit offers more than just the avoidance of future road expansion costs.

Schaumburg PRT continues mobility for residents and a region borne from enhanced mobility. It offers private, direct-to-destination travel above the traffic fray, with

greater reliability.

These are factors that will appeal to suburban drivers; these are factors that will work in Schaumburg.

Progress Through Thoughtful Planning

Schaumburg's location will provide a solid test of suburban Personal Rapid Transit. An established transit market sits here in the midst of a dense mix of suburban land uses.

For PRT to have wide suburban application it must cross arterials and Schaumburg provides that challenge. Physical, environmental and historic landmark conflicts do not exist; in fact, the PRT will help avoid these future quarrels. Most of the land needed for the PRT is already in the public domain.

Its highly visible location will gain the Schaumburg PRT some deserved attention. In addition, the already documented assistance from the Village in marketing the system is pledged.

Schaumburg will continue to work with the RTA on all aspects of the partnership, tapping our experience in this arena. Also, few communities can furnish the assistance of an in-house transportation planner to help with any future design, operations or informational issues--Schaumburg can.

In short, Schaumburg is the single best location for the

RTA's Personal Rapid Transit system.

The distinctive character of the Schaumburg PRT area leads one, in part, to this conclusion. It also is drawn from Schaumburg's confidence in transit and trust in the future.

The Schaumburg PRT fits our motto, *Progress Through Thoughtful Planning*. So this suburb proclaims that *Schaumburg's Future Rides on the PRT*.



**Schaumburg PRT Application
Appendix 1**





Fifield Realty Corp.

225 West Washington Street
Chicago, Illinois 60606
312 855 1600
312 855 1719 FAX

March 5, 1991

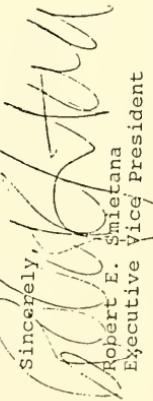
Mr. Al Larson
Village President
Village of Schaumburg
101 Schaumburg Court
Schaumburg, IL 60193

RE: Personal Rapid Transit System for Schaumburg
Dear Mr. Larson:

As a property owner and developer of the commercial office properties Century Centre I, Century Centre II, and Copley Center in the Village of Schaumburg, we are extremely enthusiastic about the possibility of the Personal Rapid Transit System circulating in our area. We have chosen Schaumburg for our new developments because of its excellent location and progressive outlook as it relates to future development. This PRT system would greatly enhance the transportation that is available to residents and our tenants in the Village. Schaumburg seems like an ideal place to test a PRT system because of the sophisticated level of the users and because of the currently changing transportation patterns.

Additionally, the Fifield Companies would like to express our willingness to work with the Village and the RTA on the PRT project as needed. The idea of a PRT in this area is more forward thinking than adding rapid transit lines to more densely urbanized environments. The future of the suburbs to some extent is reliant on our ability to change and modify commuting habits of those raised and bred in the car-dependent suburbs.

We will eagerly be awaiting further news on our progress in the competition for test sites. Please let us know what corporations like ours can do to further support this type of progress in our community.

Sincerely,

Robert E. Smietana
Executive Vice President

cc: Tom Dabareiner
res/RPTdrft

RECEIVED
1000
147725 4/11/91

John DeSimone
General Manager

Hyatt Regency Woodfield
Schaumburg, IL/Harvey Illinois
1000 East Golf Road
Schaumburg, IL 60173 USA
Telephone: 708-605-1234
Fax: 223-2317
FAX: 708-605-5641



March 7, 1991

Mr. Al Larson
Village President
Village of Schaumburg
101 Schaumburg Court
Schaumburg, IL 60193

Dear Mr. Larson:

On behalf of the Hyatt Regency Woodfield, I would like to offer our support and enthusiasm for the proposed PRT Demonstration Project in Schaumburg. Please be assured that we are willing to work with the Village of Schaumburg and the Regional Transportation Authority on this project, as well as the possibility of hosting a PRT Station.

At this point, however, we do understand that there is no obligation, financial or otherwise, in reference to the above mentioned project. If I may be of further assistance, please do not hesitate to contact me.

Sincerely,

John DeSimone
General Manager

JD/nas

cc: Don DePorter, Regional Vice President
Hyatt Regency Chicago
Tom Dahareiner, Transportation Planner
Village of Schaumburg

1000 E. Golf Rd., Schaumburg, IL 60173
223-2317

John DeSimone



Taubman Companies

The Taubman Company, Inc.
200 East Long Lake Road
PO. Box 200
Bloomfield Hills, MI 48303
313 258-6800

March 12, 1991

Mr. Thomas Koenig
Director of Planning
Village of Schaumburg
101 Schaumburg Court
Schaumburg, IL 60193-1899

Re: Personal Rapid Transit Application

Dear Mr. Koenig:

This letter is to confirm the support of Woodfield Mall for your application for a Personal Rapid Transit (PRT) demonstration project. We understand that the proposed route runs adjacent to our western boundary, linking together approximately 3 million square feet of office space and the proposed PACE transit center.

Our experience in working together with the Village to pioneer the successful intra-local bus routes has demonstrated the viability of such concepts. We will be pleased to continue to work with you to explore the possibilities that the PRT project can bring.

Sincerely,

THE TAUBMAN COMPANY, INC.
Managing Agent for Woodfield Associates



Zurich Towers 1400 American Lane Schaumburg, IL 60196-1056

WILLIAM H. BOLINDER
PRESIDENT & CHIEF EXECUTIVE OFFICER
(708) 605-6110

March 8, 1991

Mr. Al Larson, Village President
Village of Schaumburg
101 Schaumburg Court
Schaumburg, IL 60193

Dear Mr. Larson:

We are interested and enthusiastic about the proposed Schaumburg Personal Rapid Transit project (PRT). Our contact on transportation matters would be Stephan H. Smoot, Vice President and Director of Purchasing and Administrative Services.

The estimated population at Zurich Towers would be approximately 2100 employees.

Sincerely,

W.H. Bolinder

William H. Bolinder

RECEIVED
MAY 11 1991
KATHY H. FISHER

Zurich-American Insurance Group
Zurich Insurance Company
American Guarantees and Liability Insurance Company
Zurich American Insurance Company of Illinois
American Zurich Insurance Company
Zurich American Lloyds

J. Emil Anderson & Son, Inc.

February 28, 1991

Mr. Thomas C. Koenig, A.I.C.P.
Director of Planning
Village of Schaumburg
101 Schaumburg Court
Schaumburg, IL 60193-1899

RE: Personal Rapid Transit

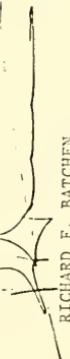
Dear Tom:

As pioneer developers in the Greater Woodfield Area, we are well aware of the traffic/transportation problems that go hand in hand with growth of a suburban business center. For this reason, we were particularly encouraged when the Regional Transportation Authority announced its experimental Personal Rapid Transit program last year.

We feel the program holds a lot of promise and could be a major factor in reducing dependence on the auto as the means of transportation in the sprawling suburbs.

A model program operated in the vicinity of Woodfield Mall would certainly be of benefit to the area. More important, the Woodfield business center would be an ideal setting to test PRT's validity as a convenient mass transit alternative.

Sincerely,



RICHARD F. BATCHEN
Executive Vice President

RFB:gm

UNOCAL 76

William C. Huston
Vice President
Investment Properties

THE LIPPELLES

March 8, 1991

Mr. Al Larson
Mayor
Village of Schaumburg
1011 Schaumburg Court
Schaumburg, IL 60193
Re: Proposed Personal Rapid
Transit System
Schaumburg, Illinois

Dear Al:

We have reviewed the preliminary material and talked with your village staff relative to the proposed development of this Personal Rapid Transit system in the Village of Schaumburg.

As we understand this alignment and financing is some years away and if and when it is later determined to be located adjacent to our developed land we would certainly evaluate it at that time.

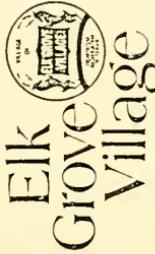
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Mr. G. H. Martin

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**Schaumburg PRT Application
Appendix 2**



STATE OF ILLINOIS
COUNTIES OF COOK AND DU PAGE }
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This is to certify that I, Patricia S. Smith, am the Village Clerk of the Village of Elk Grove Village, Cook and DuPage Counties, Illinois, and as such official am the custodian of the records and seal of said Village; and that the attached is a true and correct copy of Resolution No. 10-91, passed by the President and Board of Trustees of said Village at a meeting duly held on the 26th day of February, 1991, which Resolution was approved by the Village President, all as appears from the official records which are in my custody.

Witness my hand and the official seal of said Village of Elk Grove Village
this 13th day of February 1901.

100

Village Clerk of the Village of ETK
Grove Village, Counties of Cook and
DuPage, Illinois

Village Trustees
JOSEPH T. BOSSLET
RONALD L. CHERNICK
NANCY J. CZARNIK
DENNIS J. PETRILLO
JAMES P. PETRI
MICHAEL A. TOSTO

A RESOLUTION SUPPORTING THE VILLAGE OF SCHAUMBURG'S APPLICATION
TO HOST THE PERSONAL RAPID TRANSIT (PRT) DEMONSTRATION PROJECT
AND SUPPORTING THE FUTURE POTENTIAL EXTENSION OF THE PRT SYSTEM
INTO THE VILLAGE OF ELK GROVE VILLAGE

WHEREAS, the Village of Elk Grove Village has the largest consolidated industrial park in the United States with over 3,000 firms employing over 65,000 people; and

WHEREAS, the Regional Transportation Authority (RTA) has determined that a Personal Rapid Transit (PRT) System offers desirable characteristics such as non-stop travel, free of traffic congestion; and

WHEREAS, the RTA anticipates the PRT demonstration system will be a one-to-two mile loop which offers potential for system expansion; and

WHEREAS, the RTA has determined that the ideal PRT demonstration system shall meet the criteria of generating a stable ridership throughout the day, having the requisite space to construct the system, and achieving a partnership with local, private and public interests committed to its success; and

WHEREAS, the Village Board of Elk Grove Village has examined the PRT proposal of the Village of Schaumburg including the future extension to the Village of Elk Grove Village; and

WHEREAS, the Village Board of Elk Grove Village has formally submitted a letter to the RTA indicating an interest in developing a proposal for the PRT system.

NOW, THEREFORE, BE IT RESOLVED by the president and Board of Trustees of the Village of Elk Grove Village, Counties of Cook and DuPage, Illinois as follows:

Section 1: That the Village of Elk Grove Village fully endorses and supports the proposal of the Village of Schaumburg for the PRT demonstration site.

Section 2: That the Village of Elk Grove Village fully believes that the future extension of the PRT demonstration system into Elk Grove Village is both desirable and necessary for maintaining the viability of the nation's largest consolidated industrial park.

Section 3: That this Resolution be conveyed to the Village of Schaumburg for presentation with its application to the Regional Transportation Authority.

Section 4: That this Resolution shall be in full force and effect from and after its passage and approval as provided by law.

VOTES: AYES: 4 NAYS: 0 ABSENT: 2

PASSED this 26th day of February, 1991.

APPROVED this 26th day of February, 1991.

Michael A. Tosto
Chairman pro tem

ATTEST:

Patricia S. Smith
Village Clerk

H

HOFFMAN

ESTATES

E

Village Clerk
VIRGINIA MARY HAYTER

1200 NORTH GANNON DRIVE
HOFFMAN ESTATES, ILLINOIS 60196
882-9100 FAX 882-2621

STATE OF ILLINOIS
)
COUNTY OF COOK AND KANE
)

CERTIFICATE

I, Virginia Mary Hayter, Village Clerk of the Village of Hoffman Estates, in the Counties of Cook and Kane and the State of Illinois, DO HEREBY CERTIFY that the annexed and foregoing is a true and correct copy of the following document now on file in my office:

RESOLUTION NO. 811-1991 A RESOLUTION SUPPORTING THE PERSONAL RAPID TRANSIT SYSTEM APPLICATION BY THE VILLAGE OF SCHMIDTBURG WAS PASSED BY VILLAGE BOARD OF TRUSTEES AT A REGULAR MEETING ON MARCH 4, 1991.

I do FURTHER CERTIFY that the original document, of which the foregoing is a true copy, is entrusted to my care for safe keeping, and that I am the lawful keeper of the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the corporate seal of the Village of Hoffman Estates aforesaid, at the said Village, in the Counties of Cook and Kane and the State of Illinois, aforesaid, the 6TH day of MARCH _____, A.D., 1991.

Virginia Mary Hayter
Virginia Mary
Village Clerk

**A RESOLUTION SUPPORTING THE
PERSONAL RAPID TRANSIT SYSTEM APPLICATION
BY THE VILLAGE OF SCHAUMBURG**

WHEREAS, the Village of Hoffman Estates recognizes that new regional growth and changing demographics warrant targeted transit systems; and

WHEREAS, the Chicago Area Transportation Study (CATS) proposes a transit line connecting the O'Hare area with the Woodfield activity center in Schaumburg, Illinois; and

WHEREAS, CATS predicts robust, directionally balanced ridership for this route and that the commuter, the reverse commuter, the labor-starved Golden Corridor and Chicago

all benefit; and

WHEREAS, the CATS 2010 Plan forecasts strong transit potential in the region between O'Hare Airport and Hoffman Estates; and

WHEREAS, with the near term occupancy of the Ameritech complex and the Sears headquarters in Hoffman Estates, an appraisal of transit potential today and the results would grow even more promising as there is strong transit demand extending from O'Hare Airport through Elk Grove Village and Schaumburg to Hoffman Estates; and

WHEREAS, the Regional Transportation Agency (RTA) has issued a Request for Proposals to develop a Personal Rapid Transit (PRT) Demonstration Project; and

WHEREAS, the PRT Demonstration Site will consist of a two mile loop of guideway with the potential for future expansion and linkage to other transportation modes; and

WHEREAS, the development of a PRT Demonstration Site in the Village of Schaumburg may promote the use of new modes of transportation; and

WHEREAS, Personal Rapid Transit (PRT) serves best where it serves a regional transit purpose and that the Golden Corridor offers a superior location for suburban transit initiatives; and

WHEREAS, the Village of Schaumburg should host the PRT Demonstration Project.

NOW, THEREFORE, BE IT RESOLVED by the President and Board of the Village of Hoffman Estates, Cook and Kane Counties, Illinois, as follows:

Section 1: That the Village of Hoffman Estates gives full support and approval to the application by the Village of Schaumburg for the PRRT Demonstration Site.

Section 2: That the Village Clerk of the Village of Hoffman Estates is hereby instructed to certify and forward this resolution to the Director and Board members of the Regional Transit Authority.

Section 3: That this Resolution shall be in full force and effect from and after its passage and approval, according to law.

PASSED THIS 4TH day of MARCH, 1991
APPROVED THIS 4TH day of MARCH, 1991
VOTE AYE NAY
Trustee Lind X _____
Trustee McLeod X _____
Trustee Kenley X _____
Trustee Friesen X _____
Trustee Cochran X _____
Trustee Desruisseaux X _____

APPROVED:

William G. Hartman
Village President

ATTEST:

Lucinda B. Berg
Village Clerk

Schaumburg PRT Application
Appendix 3



RESOLUTION NO. R91-18

RESOLUTION IN SUPPORT OF VILLAGE OF SCHAUMBURG
PERSONAL RAPID TRANSIT APPLICATION

WHEREAS, the corporate authorities of the Village of Schaumburg have been working diligently to promote the economic vitality of the Village of Schaumburg; and

WHEREAS, improving the transportation system throughout the corporate limits of the

Village of Schaumburg would have a good and valuable benefit to the community; and

WHEREAS, the Village is interested in promoting the health and welfare of the community by reducing the number of vehicles which drive through Schaumburg; and

WHEREAS, the Village has reviewed the application for a Personal Rapid Transit route through a portion of the Village of Schaumburg; and

WHEREAS, the Personal Rapid Transit would support and promote many of the goals of the Village of Schaumburg.

NOW, THEREFORE, BE IT RESOLVED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF SCHAUMBURG:

SECTION ONE: The Personal Rapid Transit application to be submitted to the RTA be and hereby is approved, authorized and heartily endorsed.

SECTION TWO: That the corporate authorities find that the Personal Rapid Transit as proposed would be in the best interests of the citizens of Schaumburg and would promote the goals of having an economically viable commercial district as well as reduce the traffic through the Village of Schaumburg.

SECTION THREE: This Resolution shall be in full force and effect upon passage as required by law.

AYES: 5 Morenz, Anderson, Gogue, Doman, Dally

NAYS: 0

ABSENT: 1 Tikwart

PASSED AND APPROVED this 12th day of March 1991.

ATTEST:

Village President

Village Clerk

Approved:

Assistant Village Attorney



**Schaumburg PRT Application
Appendix 4**

Woodfield Financial Centre
1375 E. Woodfield Rd. Ste #210
Schaumburg, IL 60175-5464
Telephone (708) 517-7110
Fax (708) 517-7116

**Northwest Suburban
Association of
Commerce and Industry**



PROMOTING BUSINESS COMMUNITY

March 7, 1991

Mayor Al Larson
Village of Schaumburg
101 Schaumburg Court
Schaumburg, IL 60193

Dear Mayor Larson:

As the second largest Chamber of Commerce in the State of Illinois, representing over 1200 business members, the Northwest Suburban Association of Commerce and Industry (NSACI) supports Schaumburg's efforts to bring the Personal Rapid Transit (PRT) system to Schaumburg to benefit the entire northwest suburban region. The PRT is an innovative solution to the traffic congestion of the area.

With a workforce of 50,000 people, which is expected to grow to 80,000 in just 15 years, it is imperative that we find alternate methods of transportation for these employees. The PRT is the answer. It is an ideal mode of transportation for our businesses because of its ease, timeliness, and dependability. This is the type of mass transportation that will be used by suburbanites.

We are excited about the PRT and look forward to working with you on this exciting project.

Sincerely,

NORTHWEST SUBURBAN ASSOCIATION
OF COMMERCE AND INDUSTRY

Laura G. Davis
Executive Director

/cp



OPINION

PRT equals progress

When it comes to gridlock, parochial approach toward a solution, ,

When RTA board members choose the top contenders for a personal rapid transit system, Schaumburg deserves to win hands down. Next week, the RTA Board will have Schaumburg's plans in hand for the PRT, a futuristic computerized rail line for which a handful of suburban communities hope to become equity players. Elgin, Joliet, and a RTA board will select three competing communities as possible test sites for the line. When that decision is made, Schaumburg's name should top the list.

The personal rapid transit system would land the village squarely in the 21st Century when it comes to transportation. It offers Schaumburg, Hoffman Estates and other communities in the proposed transportation corridor a fast, easy, effective means of getting citizens where change is least expected.

When it comes to gridlock, communities cannot afford to take a parochial approach toward a solution. All the villages submitting 2 applications for the innovative system, Schaumburg is the sole contender providing regional plans. Admittedly, mass transportation has fallen far short of suburban transportation planners' goals. That great 20th Century innovation, the automobile, is more convenient, more private, faster. But the PRT offers all of those conveniences with an extra bonus — it will get at least a few vehicles off congested roads during peak hours.

While village planners admit that the small, computerized cars won't solve all of the problems with overloaded roads, mass transportation that appeals to the suburban mindset is a step in the right direction.

When it comes to the PRT, Schaumburg has all of its ducks in a row. The village has made agreements with Hoffman Estates and Elk Grove Village for future expansion of the test system. Officials have won the support of those businesses that would most benefit from the system.

As the RTA board narrows its decision to three communities, Schaumburg should rank high on the list.

YOUR LOCAL SOURCE

Schaumburg

March 7, 1991 ■ 75¢

4 SECTIONS

REVIEW

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